



2018 Strathcona County Website Survey Results

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Communications

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I. INTRODUCTION AND PURPOSE OF THE STUDY

In April 2018, Strathcona County conducted a survey of its residents and employees to obtain perceptions toward the presentation and effectiveness of the County website (www.strathcona.ca). Obtaining primary data directly from residents provides the Communications department with information and enables County officials to make decisions that can improve the website. It has always been the intent of the department that the County website is tailored toward the general public, although County staff are also a potential audience, as many staff are also Strathcona County residents.

This report provides a comprehensive review of all steps undertaken in the development and implementation of the survey, as well as a detailed summary of the results. A review of the methodology associated in the development and implementation of the survey can be found in the next section of this report.

II. METHODOLOGY

The questionnaire used in this study was designed through a collaboration of members from Communications. A variety of questions were asked, including use of the website, devices that were used to access the website, as well as a series of questions pertaining to the look and ease of use of the site.

The data collection method used for this survey was an online questionnaire where residents and employees could choose to participate. The online survey ran between March 29 and April 12, 2017 with 197 people taking part in the survey. Of these, 63 people (or 32%) worked for the County.

The data was analyzed by Strathcona County's Communications department using SPSS for Windows.

III. RESULTS

This section of the report presents a summary of the results associated with the perceptions and awareness of respondents to the survey. Key comparisons will be made between those who worked for Strathcona County and those who did not.

Overall Patterns

In Figure 1, it can be seen that employees who responded to this survey visit the site almost every day or at least once a week. Non-employees visit it far less frequently, though there is a sizable percentage of respondents who come to the website once a month, or more frequently.

FIGURE 1
Frequency of Visits to the Strathcona County Website

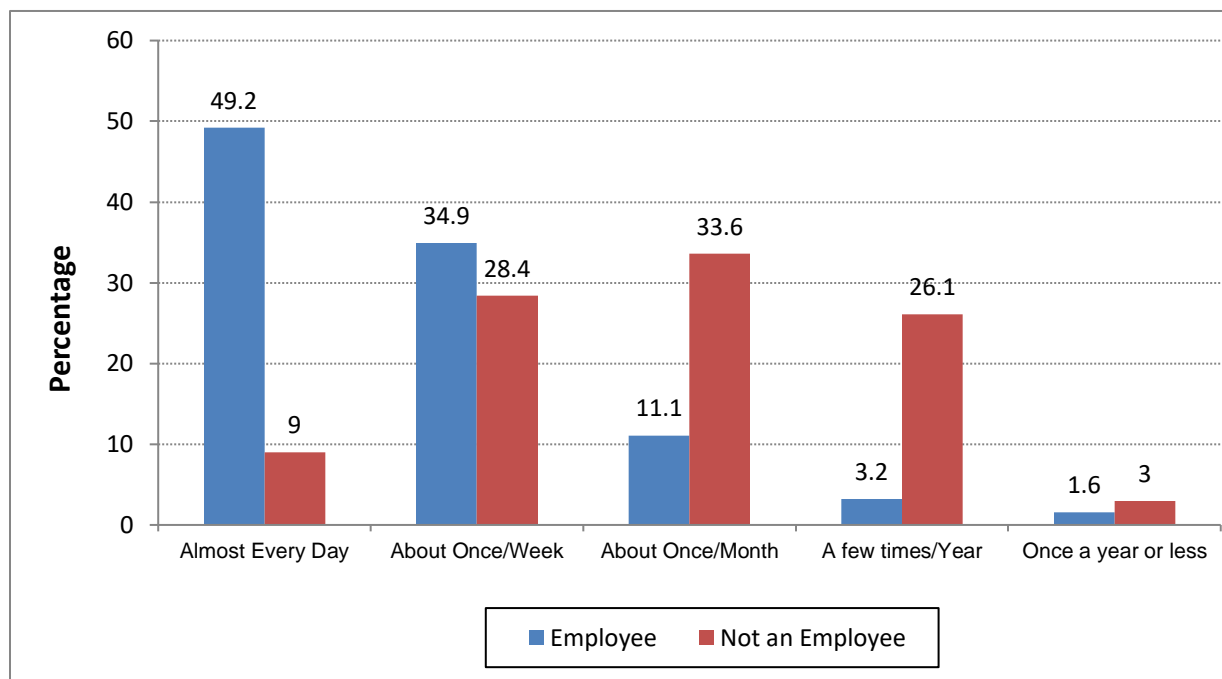
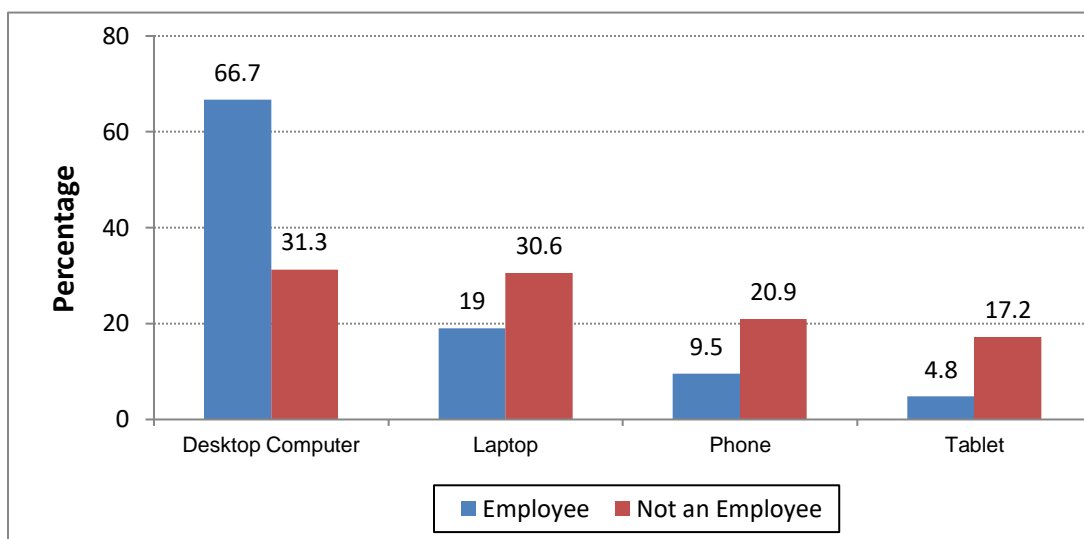


Figure 2 presents a breakdown of the type of device that respondents of the current online survey typically use for accessing the website. Desktop computers were the most common device used, particularly by employees, followed by laptops. Phones and tablets, while less popular forms of devices, tended to be used more by non-employees compared to employees.

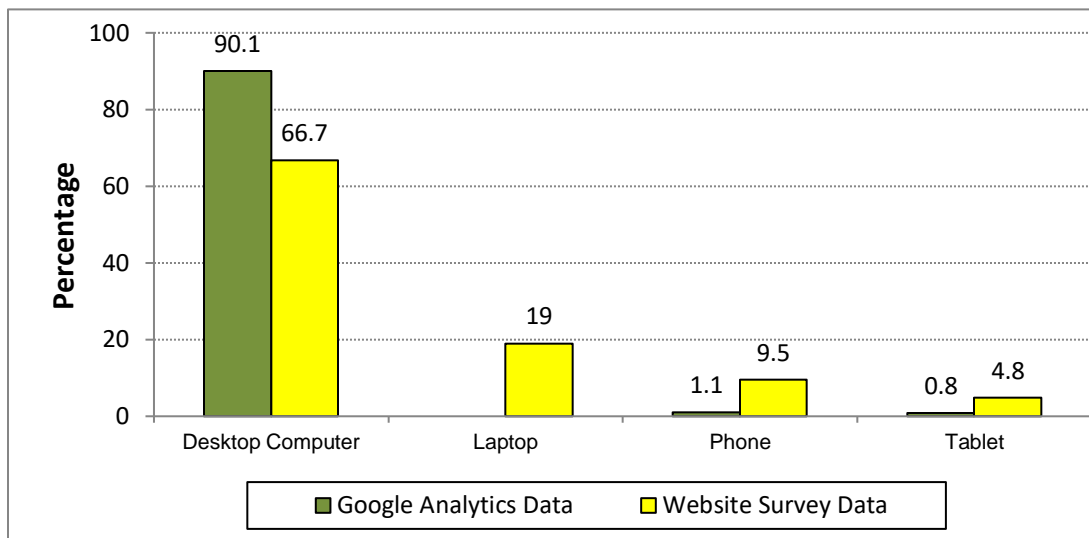
FIGURE 2
Type of Device Used to Access the Strathcona County Website
(Survey Respondents)



It should be noted that the data collected from this survey showed trends associated with how people access the website that is different from data collected through Google Analytics, which provides patterns for all users that visit the website over the course of the year. A comparison between the type of device used to access the website based on both the source of the data and by type of user (staff or non-staff) is depicted in Figures 3 and 4. For staff, it can be seen in Figure 3 that the desktop platform is the most popular across both data sources, although Google Analytics does not make a distinction between desktops and laptops. According to Google Analytics, virtually no staff access the County website with phones or tablets.

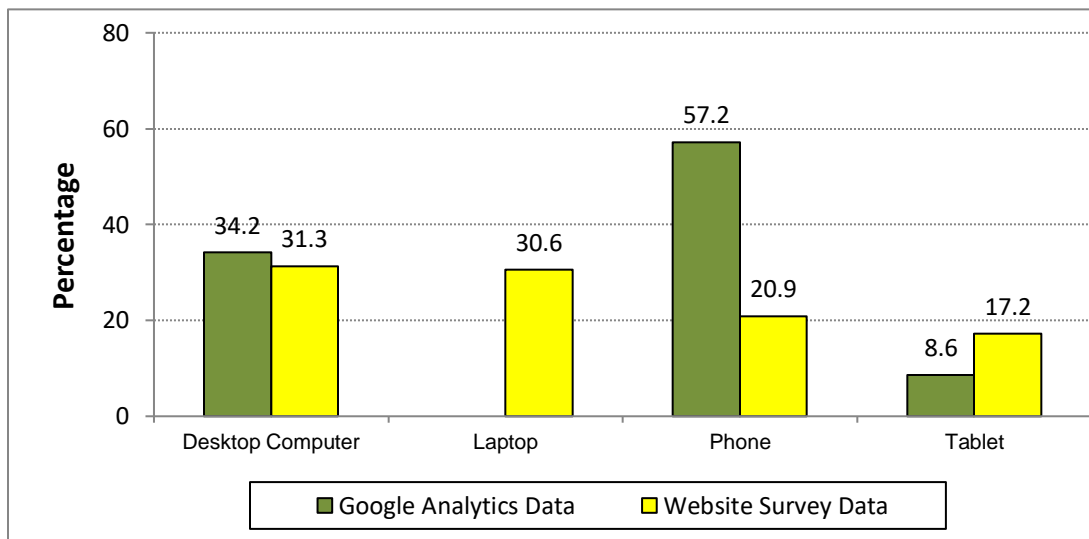
For those not working for Strathcona County, it can be seen in Figure 4 that Google Analytics identifies phones as being the most popular platform, which is considerably greater than what was identified by respondents to the website survey. The percentage of access to the website via desktop computers was very similar from both data sources, however.

FIGURE 3
Type of Device Used to Access the Strathcona County Website by Staff
(Based on Data Source*)



* Please note that Goggle Analytics does not distinguish between Desktops and Laptops.

FIGURE 4
Type of Device Used to Access the Strathcona County Website by Non-Staff
(Based on Data Source*)



* Please note that Goggle Analytics does not distinguish between Desktops and Laptops.

Figure 5 looks at the geographic location where people are accessing the website. It can be seen that doing this from an urban location was the most common, regardless of whether one worked for Strathcona County (or not).

FIGURE 5
Frequency of Visits to the Strathcona County Website
(based on Respondents' Geographic Location)

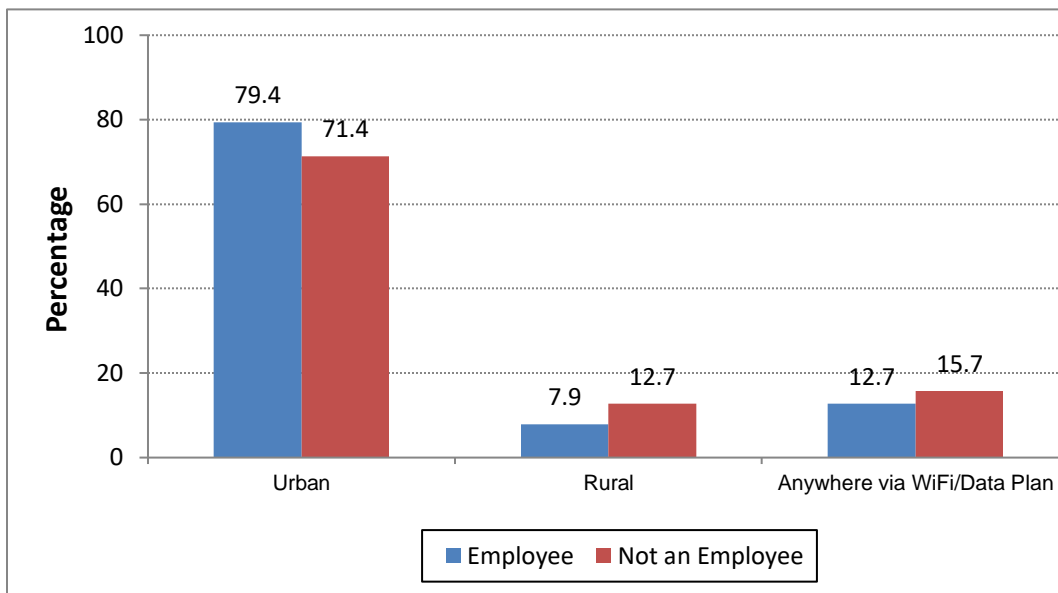
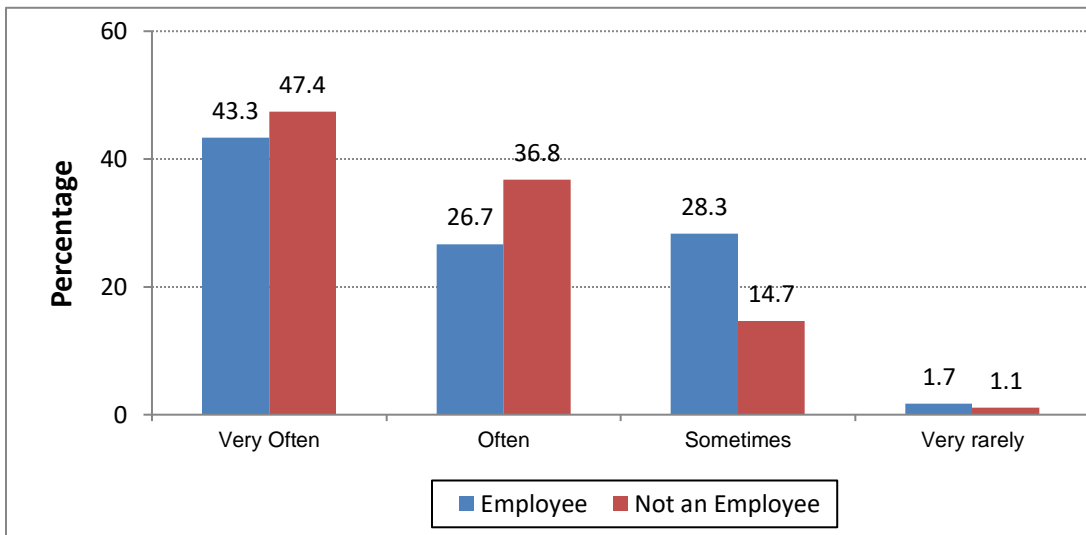


Figure 6 presents a breakdown of the extent that people find the information they are looking for on the website. It can be seen that regardless of the type of user, the majority of people are having good success in finding the information that they are looking for.

FIGURE 6
Extent of Successful Searches for Information through the Strathcona County Website



Satisfaction and Use of Particular Aspects of the Website

The next set of questions asked respondents to indicate their level of satisfaction with aspects of the County's website. It can be seen from Table 1 that the most part, employees of the County were more dissatisfied with aspects of the website than those who did not work for the County. The exception to this was with respect to *speed*, where both employees and non-employees were generally satisfied.

Table 1
Rating Strathcona County's Website

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
Look and Feel				
Employees	25.4%	47.6%	17.5%	9.5%
Non Employees	33.1%	57.9%	6.8%	2.3%
How Content Was Organized				
Employees	19.0%	34.9%	28.6%	17.5%
Non Employees	27.6%	53.7%	12.7%	6.0%
Speed				
Employees	35.5%	54.8%	8.1%	1.6%
Non Employees	38.8%	54.5%	6.0%	0.7%
Information available				
Employees	54.0%	20.6%	6.3%	15.9%
Non Employees	34.6%	51.9%	11.3%	2.3%
Overall				
Employees	15.9%	47.6%	28.6%	7.9%
Non Employees	31.6%	54.9%	9.8%	3.8%

Table 2 provides a simplified view of the data from Table 5 where the *very satisfied and satisfied* scores are combined (as are the dissatisfaction scores). The following trends can be seen:

- Employees who completed the survey were less satisfied than non-employees with respect to *the look and feel of the website* and *how content was organized*.
- Although employees were not as satisfied with the *information available* on the website compared to non-employees, the difference was not as pronounced as it was with the other two aspects noted above.
- There was very little difference between employees and non-employees with respect to the perceived speed of the website.

Table 2
Rating Strathcona County's Website (Combined Satisfaction and Dissatisfaction Scores)

	Satisfied	Dissatisfied
Look and Feel		
Employees	73.0%	27.0%
Non Employees	91.0%	9.1%
How Content Was Organized		
Employees	53.9%	46.1%
Non Employees	81.3%	18.7%
Speed		
Employees	90.3%	9.7%
Non Employees	93.3%	6.7%
Information available		
Employees	74.6%	22.2%
Non Employees	86.5%	13.6%
Overall		
Employees	63.5%	36.5%
Non Employees	86.5%	13.6%

The next set of questions asked respondents to indicate the ease for doing various activities on the website. It can be seen from Table 3 that in some instances, employees of the County found some tasks more difficult to perform on the website compared to those who did not work for the County. In particular, *searching* and *reading how text is presented* were perceived to be more difficult for employees than non-employees. *Navigation* and *reading how content is written* was also more difficult for employees, but was perceived this way by a smaller percentage of employees.

Table 3
Ease of Performing Tasks on the Strathcona County's Website

	Very Easy	Somewhat Easy	Somewhat Difficult	Very Difficult
Search				
Employees	25.4%	44.4%	17.5%	12.7%
Non Employees	44.0%	38.8%	11.9%	5.2%
Navigate				
Employees	24.2%	38.7%	19.4%	17.7%
Non Employees	41.8%	35.1%	17.9%	5.2%
Read how text is presented (contrast, size)				
Employees	24.2%	38.7%	19.4%	17.7%
Non Employees	61.2%	33.6%	3.7%	1.5%
Read how content is written (style, tone, vocabulary)				
Employees	51.6%	35.5%	11.3%	1.6%
Non Employees	57.9%	39.1%	1.5%	1.5%

Table 4 provides a simplified view of the data from Table 3 where the *very easy and somewhat easy* scores are combined (as are the *somewhat difficult and very difficult* scores). The following trends can be seen:

- Non-Employees who completed the survey found it easier to do all the functions associated with performing tasks on the website compared to employees. This was particularly evident with *searching* as well as *reading how the text is presented*.

Table 4
Ease of Performing Tasks on the Strathcona County's Website

	Easy	Difficult
Search		
Employees	69.8%	30.2%
Non Employees	82.8%	17.1%
Navigate		
Employees	62.9%	37.1%
Non Employees	76.9%	23.1%
Read how text is presented (contrast, size)		
Employees	62.9%	37.1%
Non Employees	94.8%	5.2%
Read how content is written (style, tone, vocabulary)		
Employees	87.1%	12.9%
Non Employees	97.0%	3.0%